Program Information Report

Business & Culinary Management

Business Enterprise Essentials (CVBUSE)
Advanced Certificate
Program Effective Term: **Fall 2019**

High Demand Occupation   High Skill Occupation   High Wage Occupation

In this program, students will build the essential skills for daily business operations, spanning the major fields of practice. Students will select courses from business management, marketing, finance and communication to build a personal career path.

Suggested Career Paths

Management
BMG 111 Business Law I
BMG 181 Introduction to Supply Chain Management
BMG 228 Purchasing and Inventory Control
BMG 240 Human Resources Management
BMG 273 Management Operations
BMG 293 Business Enterprise Essentials Capstone

Finance
ACC 110 Payroll Accounting
ACC 131 QuickBooks
BMG 111 Business Law I
BMG 228 Purchasing and Inventory Contol
BMG 293 Business Enterprise Essentials Capstone
BOS 184 Spreadsheet Software Applications I

Marketing and Communications
BMG 160 Principles of Sales
BMG 200 Relationship Skills in the Workplace
BMG 205 Creating the Customer Experience
BMG 206 Retail Principles and Practices
BMG 240 Human Resources Management
BMG 293 Business Enterprise Essentials Capstone

Major/Area Requirements		(16 credits)
Elective	Restricted Elective(s): Select 15 credits from ACC 110, ACC 131, BMG 111, BMG 160, BMG 181, BMG 200, BMG 205, BMG 206, BMG 228, BMG 240, BMG 273, BOS 184	15
BMG 293	Business Enterprise Essentials Capstone	1

Minimum Credits Required for the Program: **16**

PROGRAM PROPOSAL FORM

X   **Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.

☐   **Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

Program Name:	Business Enterprise Essentials Certificate	**Program Code:**
Division and Department:	Business/Computer Technologies - Business	CVBUSE
Type of Award:	☐ AA ☐ AS ☐ AAS ☐ Cert. **X Adv. Cert.** ☐ Post-Assoc. Cert. ☐ Cert. of Comp.	
Effective Term/Year:	Catalog Year 2020	**CIP Code:**
Initiator:	Donna Rochester	52.0201

Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.	This program will provide the student with essential skills for daily business operations, spanning the major fields of practice in business. Students will need to have completed the following courses to enroll in the program is BMG 207, BMG 140, BMG 250, BMG 230, ACC 100 or ACC 111. The courses for this certificate are included in into the A.A.S. Business Enterprise degree at WCC.
Need Need for the program with evidence to support the stated need.	This 16-credit advanced certificate will "nest" into the A.A.S. Business Enterprise degree. The WCC student can select the major field of business concentration they may wish to pursue and develop appropriate skills. The Bureau of Labor Statistics cites "Employment of business and financial operations occupations is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations." In addition, "This medium annual wage for business and financial occupations was $67,710 in May 2017, which was higher than the median annual wage for all occupations of $37,690."

Program Outcomes/Assessment	Outcomes	Assessment method
State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program. Include assessment methods that will be used to determine the effectiveness of the program.	1. Define a business problem appropriate to the case study provided. 2. Acquire appropriate industry research. 3. Apply critical thinking and three business enterprise essential skills to the problem. 4. Make and explain a recommendation to solve the identified problem.	1. BMG 293 Capstone course project. 2. BMG 293 Capstone course project. 3. BMG 293 Capstone Course Project. 4. BMG 293 Capstone Course Project.

Curriculum	
List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list. Associate degree programs must provide a semester by semester program layout.	BMG 293 Business Enterprise Essentials Capstone (1 credit) Plus 15 credits from the following courses: BMG 200 Relationship Skills in the Workplace - 3 credit hours BMG 240 Human Resources Management - 3 credit hours ACC 131 QuickBooks - 3 credit hours ACC 110 Payroll Accounting - 3 credit hours BOS 184 Spreadsheet Software Applications I - 3 credit hours BMG 111 Business Law I - 3 credit hours BMG 160 Principles of Sales - 3 credit hours BMG 205 Creating the Customer Experience - 3 credit hours BMG 206 Retail Principles and Practices - 3 credit hours BMG 228 Purchasing and Inventory Control - 3 credit hours BMG 181 Introduction to Supply Chain Management - 3 credit hours BMG 273 Managing Operations - 3 credit hours Total: 16 credit hours Suggested Career Path Management BMG 240 Human Resources Management 3 credit hours BMG 111 Business Law I 3 credit hours BMG 228 Purchasing and Inventory Control 3 credit hours BMG 181 Intro to Supply Chain Management 3 credit hours BMG 273 Management Operations 3 credit hours BMG 293 Business Enterprise Essentials Capstone 1 credit hour Finance ACC 131 QuickBooks 3 credit hours ACC 110 Payroll Accounting 3 credit hours BOS 184 Spreadsheet Software Applications I 3 credit hours BMG 228 Purchasing & Inventory Control 3 credit hours BMG 111 Business Law I 3 credit hours BMG 293 Business Enterprise Essentials Capstone 1 credit hour Marketing and Communications BMG 200 Relationship Skills in the Workplace 3 credit hours BMG 240 Human Resources Management 3 credit hours BMG 160 Principles of Sales 3 credit hours BMG 205 Creating the Customer Experience 3 credit hours BMG 206 Retail Principles and Practices 3 credit hours BMG 293 Business Enterprise Essentials Capstone 1 credit hour

Budget		START-UP COSTS	ONGOING COSTS
Specify program costs in the following areas, per academic year: Current courses and current faculty	**Faculty**	$.	
	Training/Travel	.	.
	Materials/Resources	.	.
	Facilities/Equipment	.	.
	Other	.	.
	TOTALS:	$. 0	$. 0

Program Description for Catalog and Web site	In this program, students will build the essential skills for daily business operations, spanning the major fields of practice. Students will select courses from business management, marketing, finance and communication to build a personal career path.
Program Information	Accreditation/Licensure – N/A Advisors – Sandro Tuccinardi Donna Rochester Advisory Committee - Yes Admission requirements – N/A Articulation agreements – N/A Continuing eligibility requirements – N/A

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
Define a business problem appropriate to the case study provided.	Capstone Course Project	Winter 2023	All sections of BMG 293	All students
Acquire appropriate industry research.	Capstone Course Project	Winter 2023	All sections of BMG 293	All students
Apply critical thinking and three business enterprise essential skills to the problem.	Capstone Course Project	Winter 2023	All sections of BMG 293	All students
Make and explain a recommendation to solve the identified problem.	Capstone Course Project	Winter 2023	All sections of BMG 293	All students

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.

   Departmentally-developed rubric

2. Indicate the standard of success to be used for this assessment.

   70% of students will score 70% or higher

3. Indicate who will score and analyze the data.

   Departmental Faculty

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Doug Waters	*signature*	2/21/19
Dean	Eva Samulski	*signature*	2-21-19
Curriculum Committee Chair	LISA VEASEY	*signature*	4/4/19
Please submit completed form to the Office of Curriculum and Assessment (SC 257). **Once reviewed by the appropriate faculty committees, we will secure the signature of the VPI and President.**			
Vice President for Instruction ☐ Approved for Development ☐ Final Approval	Kimberly Hurns	*signature*	4/16/2019
President	Rose Bellanca	*signature*	6/6/19
Board Approval			6/25/19

Office of Curriculum & Assessment   Program Proposal Form 2018